

2003 Annual Report Executive Summary

City of Watsonville Enterprise Community

During calendar year 2003, the Watsonville Enterprise Community continued its efforts in furthering the economic opportunities and social vitality of the community.

The following are examples of these achievements:

Benchmark #1: Enterprise Community Youth Network Job Training Program (ECYN)

Ø During the calendar year 2003, ECYN enrolled 36 youth (these included the Summer Job Training Program and Cyber Café Youth Run Business Project) Twenty -Four (24) of these youth completed the program during this period while the remaining 4 youth continued working towards completion of their contracts. Of the 12 youth placed in 1000 hour contracts, 10 youth have completed their trainings, 4 of which were permanently placed in jobs. This represents a 40% permanent placement rate and 5 youth (50%) enrolled in higher education institutions.

Ø A total of 6 job search workshops were held throughout the year. A total of 22 youth participated in the workshops and received an orientation on the goals and objectives of the ECYN Job Training Program. All these youth received one-on-one coaching on job searches and resume writing.

Ø Summer ECYN Job Training Program For the fourth consecutive year, the ECYN implemented a Summer Job Training Program, enhancing job opportunities available during the summer time for Enterprise Community eligible youth. Youth benefited from receiving 150 hours of on-the-job training, learning new skills and earning wages of \$7.00 per hour, thus, augmenting their household incomes. In partnership with local employers and the EC computer center various summer contracts were established. A total of 24 youth enrolled and successfully completed their 150-hour contracts prior to returning to school.

Ø Successful implementation of YouthBuild Watsonville Project For two consecutive years, the YouthBuild Program has served individuals from 16 to 25 years of age with a comprehensive and integrated curriculum that increases the academic, leadership and vocational skill level of trainees while increasing the availability of affordable housing in the City. YouthBuild Watsonville is an on-going collaborative effort with local partners: Enterprise Community ECYN Job Training Program, Watsonville Redevelopment Agency, John Muir Charter School and the Santa Cruz County CareerWorks. The purpose of the YouthBuild Watsonville Program is to assist disadvantaged young adults in completing their high school education, to provide them with construction and training as well as leadership skills to further their opportunities for gainful employment.

The Project consists of three key components: 1) Educational services 2) On-Site training through actual housing rehabilitation and/or new construction work. 3) Leadership training, community service and job placement services During 2003, the second program year of the YouthBuild project was successfully completed. The program was funded by the United States Department of Agriculture and 15% Discretionary Funding of the Governor Office Workforce Investment Act. This program ended June 6, 2003 with 26 youth graduating. Of those 26 graduates, 24 received their high school diplomas. During 2003, YouthBuild youth completed one town home on Airport Boulevard, which is designated for low-income housing. The program assisted 30 participants in accomplishing their educational and job training objectives. 92% of the participants who enrolled in the program completed the 10-month construction-training program and received their high school diplomas. The third YouthBuild program began July 7, 2003. Active recruitment took place during the months of May, June and July. The first orientation was held June 23-26th where 20 eligible youth were selected to participate in the YouthBuild program. A total of 50 youth participated in the initial orientation. Two other orientations took place between July 28-30th and September 28-30th. During these orientations, another 9 youth were hired for a total of 29 youth enrolled. Of those 29 youth, 6 youth reside in the Enterprise Community area. Thus far, the youth have been actively involved in the YouthBuild program framing one low-income house. More than 90% of youth are on track to graduate with their high school diplomas in May 2004. One student from the class 2003-2004 already obtained her High School Diploma in September 2003. This third year of the YouthBuild program is also funded by a Rural Business Enterprise Grant from the U.S. Department of Agriculture and through the Governor's 15 Percent Discretionary Fund Workforce Investment Act.

Ø ECYN Computer / Homework Center Summer Student Web Page Design Program. For the sixth year, the ECYN Computer Center offered the Summer Student Web Page Design Program. In June of 2003, twelve youth were hired to design web sites for the City of Watsonville. The students were between the ages of 14-18 and seven of the students were female and five were male. During the six-week program, the students worked 20 hours per week and earned \$6.75 an hour. The students updated web sites for the City of Watsonville Public Works and Police departments, Monterey Bay Strawberry Festival, Spirit of Watsonville Celebration, and the Watsonville Fly-In. In addition, the students worked on the Fall Activity Guide for the Parks and Community Services Department. This project was made possible by funding from the Enterprise Community and through revenue obtained from the provision of Career Development workshops to the State of California Conservation Corps crewmembers by ECYN Job Training Program staff. The web sites developed by the students in the summer program can be accessed using the following addresses:

City of Watsonville Public Works Department -
<http://www.ci.watsonville.ca.us/publicworks/index.htm>

City of Watsonville Police Department -
<http://www.ci.watsonville.ca.us/departments/police/newpd/index.html>

And the Award winning web site: Monterey Bay Strawberry Festival - <http://www.mbsf.com>

Spirit of Watsonville - <http://www.spiritofwatsonville.org>

Watsonville Fly - <http://www.watsonvilleflyin.org>

Ø Completed one year of SUEÑOS collaborative partnership to provide job training opportunities for youth. The Enterprise Community, as part of the SUEÑOS Collaborative, which includes the Santa Cruz County Human Resources Agency CareerWorks division, and the Santa Cruz County Office of Education, and subcontractors, completed their first year of the contract for services. This collaborative, under Workforce Investment Act (WIA) regulations, provides specific employment and educational services to youth between the ages 14 through 21 residing in Watsonville. The Enterprise Community has been responsible for providing Follow-up Services for youth who have exited the WIA youth program. The goal of the City of Watsonville Enterprise Community Follow-Up Services is to develop the work and career potential of youth by helping them to secure employment, aid job retention and develop higher paying jobs, as well as to develop post secondary education or training opportunities for them. During January 03 – December 03, the City of Watsonville Follow-Up-Services successfully worked with the assigned caseload of youth, thus completing 876 Follow-Up reports. The services provided to the youth met the following local performance goals established:

- * Younger Youth 14 –18: retention rate of 43% (remain enrolled in secondary or post-secondary education).

- * Older Youth 19 –21: Employment retention rate of 74%; Average Earnings Gain after completion of the program \$2,544 and credential rate set at 45%, which includes post-secondary, vocational or military training.

- * Participant Customer Satisfaction 68%

Follow Up Services assisted the youth with education and/or employment opportunities. During this period, 158 youth were referred to employment opportunities and/or were provided assistance with employment; and 74 were referred to educational opportunities and/or services. Youth seeking employment at the time of Follow-Up were invited to come in and do job searches in a group or on a one-on-one setting. Follow-up participants were also provided guidance and assistance to help them explore their educational goals. Youth were provided with counseling materials, specific support services on an individual basis, assistance with college entrance applications and essay and other educational related assistance requested by the youth. Follow-up participants were also provided assistance through workshops and career panels.

During January 03 – December 03, five (5) workshops and five (5) career panels were held. Items covered during the workshops were: interview skills, creating a resume, cover letter, tips to a successful interview and much more. The subcontractor Your Future Is Our Business (YFIOB) facilitated the career panels and offered work-based learning experiences to the youth.

Benchmark # 4: Façade Improvement Program

Ø To date, 18 downtown businesses have received no interest loans to upgrade their storefronts and 9 have received sign loans. One sign loans was approved and funded during 2003 for a total of \$7,300. During 2003, four facade loans were awarded in the amount of \$60,720.38. Of those businesses that have benefited from these loan programs, 8 have been women-owned or minority businesses. Businesses may receive up to \$40,000 per property for façade improvements and up to \$10,000 per business for signs improvements.

Benchmark # 5: Establish a Small Business Incubator

Ø New Businesses. During 2003, two new businesses opened at Plaza Vigil Incubator Project. These new businesses included GiGi's Perfume and Accessories and Gama Bakery. GiGi's is a new start up operated by Angelica Guzman. Antonio and Alfonso Gama operate Gama Bakery. Currently, a total of 16 businesses are operating at Plaza Vigil Business Incubator Project. Plaza Vigil has maintained 100% occupancy rate for the past year, which is significant given the 8,900 square feet of retail space in the building.

Ø Jobs Created/Saved A total of 4 new jobs were created during 2003 at the business incubator project in Plaza Vigil. All these four jobs are full time jobs, totaling 46 jobs available at the Incubator Project. Overall, Plaza Vigil Incubator Project has been able to save a total of 37 jobs, as a result of these businesses continuing to operate; 28 full-time and 9 part-time positions. During this year a larger number of full time jobs were saved compared with previous years.

Ø Annualized Sales. Gross sales generated during 2003 totaled over \$1 million. Total annualized sales for Plaza Vigil maintain high levels despite the slow economy. While final numbers are not yet available it is expected a decrease of 11.5% compared with total annual sales from 2002.

Ø Technical Assistance & Support. During the year 2003, El Pajaro Community Development Corporation (EPCDC) continued to provide one-on-one technical assistance to all merchants in Plaza Vigil. Additionally, EPCDC provided three-Business related trainings for incubator tenants throughout the year enhancing their business skills. Trainings included merchandising, marketing and computer accounting. EPCDC continues to provide support to business owners in the Incubator Project by using the monthly Merchant Association Meeting as a forum for trainings. EPCDC also continues to provide support and resources for merchants to market their business more efficiently.

In 2003, EPCDC established a new business computer laboratory featuring state of the art computer equipment available to business owners to learn basic computer skills, and accounting softwares. This computer laboratory expects to serve every merchant of the incubator project and other Latino businesses in Watsonville by providing access to computers with the guidance or instruction of certified teachers.

Ø Other Business Development Assistance Provided. In addition to managing Plaza Vigil Business Incubator, during 2003, EPCDC assisted over 80 local businesses in the Pajaro Valley area. These businesses received business technical assistance in areas of finances, accounting, and business management. These businesses also received assistance in preparing loan packages that provided some of these businesses with loans to operate or expand operations totaling \$700,000 in small loans.

Benchmark #12: Housing Rehabilitation

Ø The City and Redevelopment Agency of Watsonville have used a variety of funds to support the rehabilitation of housing for low and very low-income tenants and owners. A larger portion of the Federal Community Development Block Grant is used to provide low-interest financing to rehabilitate houses for low and very low income owner-occupied or rental properties. Loans may be used to correct violations of health and safety standards, structural deficiencies, including seismic upgrade, and correcting building and code violations. During the 2003 calendar year, 3 units were completed in the Enterprise Community area with a total cost for all three houses of \$380,000. The City has secured a 2000 HOME Grant in the amount of \$1,500,000 to fund a Rental Rehabilitation Program. The Redevelopment Agency has funded a Rental Rehabilitation Program and has completed the first 2 units just outside the Enterprise Community and has begun construction on 2 units inside the Enterprise Community.

Benchmark #13: First Time Home Buyer Program

Ø To date, 294 loans totaling \$10.7 million have been made to Watsonville residents through the Home Buyer Assistance Program. During 2003, thirty-two loans, totaling \$1,676,000 were made. Nine of these loans were for homes located in the Enterprise Community. The total value of the Home Buyer loans made in the Enterprise Community during 2003 was \$285,866. In addition to the home buyer loan program, the City assist with the creation of low-income housing by requiring developers of new housing to offer some of the new units to be sold at less than market rate. Ninety-three (93) units have been approved to be built in Watsonville during the past year.

Benchmark # 14: Establish Ramsay Park Youth Center

Ø The Ramsay Park Family Center provides enrichment programs as well as diverse recreational activities for youth and their families throughout the year. These include arts & crafts, Tae-Bo and Salsa aerobics classes, men and women's weight training and self-defense classes, late night lock in dances, youth cooking classes, sports, and cultural celebrations.

During the summer months, special outdoor programs are offered such as swimming and soccer tournaments. This past year, the average daily attendance at the Center was 103 participants. Center Advisory Councils. The Ramsay Park Youth Council held monthly meetings with an average attendance of 8 youth. The Youth Council went on a variety of field trips, such as the Mexican Heritage Plaza, San Lorenzo River, Santa Cruz Beach Boardwalk, and The Elkhorn Slough Natural Marine Estuary. The Adult Council/United Project/Proyecto Padres Unidos met on a quarterly basis. The Adult Council/Proyecto Padres Unidos helped support the variety of activities that the Youth Council were involved in. The Adult Council/Proyecto Padres Unidos helped in the development of a variety of activities such as Dia de Los Ninos. Both the youth Council and the Adult Council provided invaluable feedback and leadership for programming conducted at Ramsay Park.

The council has demonstrated a strong commitment to develop successful activities at Ramsay Park benefiting the community as a whole and directly impacting the Enterprise Community area by offering recreation and after school activities for its residents. Highlights of Special Events. Special events held this past year at the center that increased participation and were supported by the community includes: Dia de Los Ninos. This celebration of the Day of The Child was held at Ramsay Park Family Center on Sunday, April 27, 2003. It was a very successful event drawing over 2,600 participants, and much attention from the local media. It was a wonderful and enjoyable event and it provided many different activities as well as performances by the White Hawk Dancers. This event was organized by Ramsay Park Staff and in cooperation of the other recreation centers of the Parks and Community Services Department, the Public Works Department and community based organizations. Summer Lunch Program.

A Summer Lunch Program sponsored by the United States Dept. of Agriculture through the State Dept. of Education was offered at Ramsay Park Center as well as in 3 other park sites within the EC area. An average of two hundred children received lunches Monday – Friday from June 16 through August 8, 2003. Neighborhood Holiday Celebration. The Holiday Celebration this year was modified in scope to be more inclusive of different religions and cultural holiday practices. The Holiday Celebration took place at Ramsay Park Family Center on Dec. 19, 2003. A total of 247 community members attended the event. There were several performances by youth, as well as arts and crafts activities. Everyone enjoyed food and entertainment by a mariachi group as well as pictures with Santa.

Watsonville Healthy Families Collaborative. Several free self-defense classes and workshops were held at Ramsay Park Center in collaboration with Defensa De Mujeres/Women's Crisis Support. Many participated and were taught awareness and self-defense techniques. Ramsay coordinators helped develop a concept for a commercial, and Ramsay youth accompanied by their parents participated as actors in the commercial. The theme "Build a Safe Community, Stop Family Violence". The PSA aired throughout the month of October and a group of 20-community members walked at the Domestic Violence Awareness March on Oct. 15, 2003. Cesar Chavez Day. The Cesar Chavez Day Celebration was held on April 7, 2003.

During the event Dolores Huerta delivered the keynote address, and six youth were awarded Certificates of Achievement for Outstanding Community Service. A total of 217 community members, along with 3 City Council members and the Mayor of the City of Watsonville were present.

Facility use by Community-Based Organization. Over 25 community groups and organizations utilized the Ramsay Park Center for meetings, trainings and special activities throughout the year. Such groups included neighborhood schools, high school, violence prevention organization, soccer teams, youth groups, dance groups, churches, parents groups, community members, and alcohol and drug treatment support groups.

Benchmark #18: Conduct regular youth “lock in” activities

Ø Ramsay Park Family Center and the Gene H Waldo Rodriguez Youth Center (GHWR), both located in the Enterprise Community area, held program “lock in” activities targeting youth in Watsonville. Both centers have monthly program activities working in coordination with private sponsors or community-based organizations that support these activities. Ramsay Park conducted a total of five dances, three of which target exclusively youth. A total of 195 youth attended the dances programmed at Ramsay Park throughout the year, averaging 65 youth per dance. Two additional dances held targeted individuals 18+ years of age. In addition, the GHWR Youth Center held five youth dances throughout the year with a total participation of 400 youth, averaging 80 youth per dance.